

ABSTRACT

A media purchase goal correlation system includes a variety of advertising media purchases. Each media purchase relates to a predetermined subject matter and is placed in movies, video, television, interactive television, radio or print media within a stated geographic area. The media purchase includes either an Internet website address or other unique trackable identifier for accessing further information related to the subject matter of the media purchase. A first database contains records relating to the start date, end date, and stated geographic area for the media purchases. Means are provided for determining the geographic location associated with Internet Protocol addresses and for grouping the geographic locations into uniform stated geographic areas. A second database contains records correlating Internet Protocol addresses of Internet users with stated geographic areas. Means are provided for determining the Internet Protocol address of an Internet user accessing the Internet website address, for tracking the timing of Internet-related goals achieved by the Internet user related to his accessing the Internet website address and for accessing the second database and assigning a stated geographic area to the user's Internet-related goals. Means are provided for inputting the timing of occurrences of the Internet-related goals and assigned stated geographic area to the first database, for correlating and reporting the timing of Internet-related goals achieved by the Internet user with the start date, end date and a residual period for media purchases within the stated geographic area. A variety of graphical and tabular reports are available to illustrate the correlation.